



Geeks Night Out – 9th Anniversary

Discover the Science

Wednesday, March 16, 2022

4:30 – 7:30 p.m.

Tempe Community Complex

Southwest Corner of Rural Rd. & Southern Ave.

The City of Tempe is excited to announce the return of Geeks Night Out, an Arizona SciTech Festival Signature event. Tempe's STEAM festival will take place from 4:30 – 7:30 p.m. on Wednesday, March 16, 2022 in person at the Tempe Community Complex. 2022 will mark the 9th anniversary of community event.

The free, family-friendly event is a celebration of Science, Technology, Engineering, Art and Mathematics (STEAM) that provides interactive, hands-on learning opportunities for our community to enjoy.

Researchers have found that teaching STEAM topics in a more connected manner, especially in the context of real-world issues, can make the subjects more relevant to the students and teachers. This in turn can enhance motivation for learning and improve student interest, achievement and persistence.

In 2019, the Geeks Night Out event featured 65 different vendors showcasing STEAM activities to a crowd of nearly 3,500. Highlights included a printing press, robotics, forensic crime scenes, life-size marble run, an animal petting zoo (and a musical one too), and so much more.

Geeks Night Out, Tempe's annual STEAM Festival, has families and their budding scientists/technicians/engineers/artists/mathematicians covered!

We are looking for partners to help us continue to bring this electrifying event to the Tempe community. Please continuing reading to learn how you can be part of the 2022 Geeks Night Out team and discover the science with us!

Strategic Marketing Tactics

- Promotional Communications
 - Press releases (pitch local media and distribute to City list-servs)
 - Feature in Tempe Today (water bill newsletter mailed to 49,000 households)
 - Email/E-Blasts
- Advertisements
 - Tempe Opportunities brochure (Winter and Spring issues)
 - Tempe's community center facility screens
 - Tempe 11 (TV and website)
- Event calendar postings including:
 - City calendar
 - Media event calendars like AZCentral.com, AZFamily.com, GetOut.com, etc.
- Social Media including Facebook, Twitter and Instagram
- Website – **www.Tempe.gov/Geeks**
 - All communications and materials will drive to website
 - Site map with partners that will be present, along with links to partner web sites
- Signage
 - 40' Street banners (Mill Ave. & 5th St, Mill Ave & Rio Salado and library complex at Southern & Rural)
 - Light pole banners around Tempe Community Complex
 - On-Site signage
- Collateral Materials
 - Posters and fliers distributed at City of Tempe facilities, schools, community businesses and restaurants, partner locations, etc.
 - Event T-shirts
- School District Communication
 - School newsletters and emails
 - Poster and flier distribution
 - Morning Announcements
 - Social Media

Partnership Opportunities

Terabyte ~ Geeks Night Out Presenting Partner **\$ 5,000**

- Logo incorporated into Geeks Night Out materials as Presenting Partner
- Noted as Presenting Partner on all marketing, press and promotional materials listed under the Strategic Marketing Tactics
- Featured as Presenting Partner in social media efforts
- Logo on Geeks Night Out website with hyperlink to partner's website
- Recognition at Tempe City Council meeting
- On-Site announcements during Geeks Night Out event
- Premium event space and signage opportunities at Geeks Night Out event

Gigabyte **\$ 2,500**

- Logo inclusion in "Partner Bar" on all marketing, press and promotional materials listed under the Strategic Marketing Tactics
- Logo on Geeks Night Out website with hyperlink to partner's website
- Company name mention in social media efforts
- Recognition at Tempe City Council meeting
- On-Site announcements during Geeks Night Out event
- Booth space and signage opportunities at Geeks Night Out event

Megabyte **\$ 1,000**

- Logo inclusion in "Partner Bar" on all marketing, press and promotional materials listed under the Strategic Marketing Tactics
- Logo on Geeks Night Out website with hyperlink to partner's website
- Booth space and signage opportunities at Geeks Night Out event

Geeks Night Out Partnership Contact:

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